

**RESPONSE UNDER 37 CFR § 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP 3621**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.	:	09/585,129	Confirmation No.	3846
Applicant	:	Scott T. Hughes		
Filed	:	5/31/2000		
TC/A.U.	:	3621		
Examiner	:	Jacob C. Coppola		
Docket No.	:	A0614/5575P099		
Customer No.	:	8791		

Mail Stop AF  
Commissioner for Patents  
PO Box 1450  
Alexandria VA 22313-1450

**PROPOSED AMENDMENT NOT FOR ENTRY INTO FILE**

Sir:

In response to the Office Action of April 14, 2010, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

6. (Currently Amended) A content delivery system for distributing advertising data to a network of a plurality of personal computers, the content delivery system including a server computer, the server computer comprising:

an identification database comprising identification data, wherein the identification data uniquely identifies a computer or a user in the network of the plurality of personal computers;

an advertisement database comprising advertising data, wherein the advertising data is formatted for storage and display in the network of the plurality of personal computers while or before the network of each of the plurality of personal computers bootloads a selected application environment, and wherein the advertising data includes a plurality of advertisements;

a collection module for collecting the identification from the network of the plurality of personal computers and storing the collection information in the identification database;

a formatting module for formatting and storing the advertising advertisement data in the advertisement database, wherein the advertising data is formatted by the formatting module for storage and display in the personal computers while or before bootloading [[a]] the user selected application environment, wherein a time frame occurs while or before bootloading and is divided into a plurality of time slots; and

a control module to:

receive preference data from each of the personal computers, wherein the preference data is selected by a respective the user of each of the plurality of personal computers;

select a first advertisement from the advertising data the advertisement content that is to be distributed to one of the plurality of personal computers in the network of the plurality of personal computers based upon the received preference data from the one of the plurality of personal computers and ~~the~~ pre-determined conditions related to advertisement distribution; and

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distribute the formatted ~~first advertisement advertising data~~ to the one of the plurality of network of personal computers via the network, wherein the one of the plurality of personal computers is configured to display the first advertisement, respectively, during one of the plurality of time slots, the one of the plurality of time slots having been purchased by the advertiser.

7. (Currently Amended) The system of Claim 1, wherein the identification data comprises a unique identifier that is associated with ~~each one~~ of the plurality of personal computers.

8. (Currently Amended) The system of Claim 1, wherein the identification data comprises an internet protocol address associated with each of the plurality of personal computers.

9. (Currently Amended).

10. (Currently Amended) The system of Claim 1, wherein the control module associates a fee with data representative of the advertiser; and wherein the control modules stores the fee in a storage device that is associated with one of the plurality of personal computers.

Appl. No. «AppNo»  
Amdt. Dated «RspDate»  
Reply to Office action of «OAMailingDate»  
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Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: July 14, 2010

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